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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/248,616	02/11/1999	MATTHEW J. DEANGELIS	EO339/7003MB	9000

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EXAMINER

CAO, DIEM K

ART UNIT

PAPER NUMBER

2151

DATE MAILED: 06/19/2002

Please find below and/or attached an Office communication concerning this application or proceeding.

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# Office Action Summary

Application No.

09/248,616

Applicant(s)

DEANGELIS, MATTHEW J.

Examiner

Diem K Cao

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the corresponding address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 2-11-99
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 11 February 1999 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☒ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413) Paper No(s) \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. This Office Action is in response to application filed on February 11<sup>th</sup> 1999.
2. Claims 1-21 are represented for examination.

#### *Drawings*

3. The drawings filed on 02/11/1999 are acceptable subject to correction of the informalities indicated on the attached "Notice of Draftperson's Patent Drawing Review," PTO-948. In order to avoid abandonment of this application, correction is required in reply to the Office Action. The correction will not be held in abeyance.

4. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they do not include the following reference sign(s) mentioned in the description: Fig. 10A, reference number 71. A proposed drawing correction or corrected drawings are required in reply to the Office action to avoid abandonment of the application. The objection to the drawings will not be held in abeyance.

5. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they include the following reference sign(s) not mentioned in the description: Fig. 4, reference numbers 40, 47, 49a, 49b; Fig. 5, reference numbers 50a, 52, 57, 59a, 59b, 59c, 59d; Fig. 7, reference number 82; Fig. 8, reference numbers 90b, 90c, 90d, 91a, 91b, 92; Fig. 9, reference numbers 180b, 182; Fig. 11, reference numbers 207 and 217. A proposed drawing correction, corrected drawings, or amendment to the specification to add the reference sign(s) in the description, are required in reply to the Office action to avoid abandonment of the application. The objection to the drawings will not be held in abeyance.

***Claim Rejections - 35 USC § 112***

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

6. Claim 14 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 14 recites the limitation "the application" in lines 5 and 6. There is insufficient antecedent basis for this limitation in the claim.

***Claim Rejections - 35 USC § 103***

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. Claims 1, 2, 6, 7, 8-11, 14, 15, 18, and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over DiAngelo et al. (U.S. 6,101,482) in view of Cosic (IEEE, "An Open Medical Imaging Workstation Architecture for Platform-Independent 3-D Medical Image Processing and Visualization").

As to claim 1, DiAngelo teaches providing a client-side plug-in component (client machine includes plug-in 50; col. 5, lines 15-27) interacts with some server. However, DiAngelo doesn't teach a server-side plug-in component. DiAngelo teaches the operation of the server is governed by a number of server application functions 28 (col. 4, lines 39-43). Cosic teaches providing server-side plug-in components (plug-in tools; pages 280-281, and see Fig. 3). One of

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the ordinary skilled in the art, by the time the invention was made, would apply the teaching of Cosic to the system of DiAngelo, providing server application functions as plug-in components because it would be easier for developers in the future to extend or customize the core functionality of the application. However, DiAngelo as modified by Cosic do not teach associating the client-side plug-in component with the server-side plug-in component, and operating the server-side plug-in component in response to the client-side plug-in component. DiAngelo teaches client-side plug-in component associates with the server (connect component 52 to server; col. 5, lines 28-31), and operating the server functions in response to the client-side plug-in component (server translates any authorization information ... is recorded; col. 4, lines 43-65). It would have been obvious to one skills in the art, the client-side plug-in component must associated with the server-side plug-in component which implemented server-side functions to obtain the services of server-side plug-in component as taught by DiAngelo.

**As to claim 2**, DiAngelo as modified by Cosic teaches communicating between the server-side plug-in component and the client-side plug-in component by persisting properties (persistent client-side cookies; col. 5, lines 37-49).

**As to claim 6**, DiAngelo as modified by Cosic does not explicitly teach identifying whether the server-side plug-in component performs a function selected from the group consisting of preprocessing, post processing and override processing. However, DiAngelo teaches the application be able to any extended or customized, thus any function in the system could be the newly added or overwritten one. It would have been obvious, in order to use newly added or overwritten functions, those functions need to be identified, otherwise, old functions will be carry out instead.

**As to claim 7**, DiAngelo as modified by Cosic teaches a client machine (client machine 10; col. 3, line 67 – col. 4, line 2), a server machine (Web server 12; col. 4, lines 1-6), executing the client-side plug-in component on the client machine (component 54 interacts with the browser ... during the session; col. 5, lines 50-64), executing the server-side plug-in component on the server machine (Authorization translation 30 translates any ... send the result back to the client; col. 4, lines 39-59).

**As to claim 8**, refer to claim 1 for rejection with regards to the teaching of associating a client-side plug-in component with a server-side plug-in component, and operating the server-side plug-in component in response to the client-side plug-in component.

**As to claim 9**, refer to claim 1 for rejection with regards to the teaching of providing a client-side plug-in component and a server-side plug-in component. Also refer to claim 2 for rejection.

**As to claim 14**, refer to claim 1 above for rejection with regards to the teaching of providing a client-side plug-in component, providing a server-side plug-in component. Also refer to claim 2 for rejection with regards to the teaching of communication between the client-side plug-in component and the server-side plug-in component. DiAngelo also teaches configuring the client-side plug-in component into the application (All of these components interact with ... present invention; col. 5, lines 14-27). Cosic also teaches configuring the server-side plug-in component into the application (API for integration of tools into the basic system; page 281).

**As to claim 18**, refer to claim 1 for rejection with regards to the teaching of providing a client-side plug-in component. Also refer to claim 2 for rejection.

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**As to claim 19**, refer to claim 1 for rejection with regards to the teaching of providing a server-side plug-in component. Also refer to claim 2 for rejection.

**As to claims 10 and 15**, refer to claim 7 above for rejection.

**As to claim 11**, refer to claim 6 above for rejection.

9. Claims 3-5, 12, 13, 16, 17, 20, and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over DiAngelo et al. in view of Cosic further in view of Melchione et al. (U.S. 5,930,764).

**As to claims 3 and 4**, DiAngelo as modified by Cosic does not teach building a campaign object for a marketing campaign, and including in the campaign object references to client-side plug-in component and server-side plug-in component. Melchione discloses that it is known to provide the steps of building a marketing campaign object (col. 1, lines 52-67; col. 6, lines 26-39; and col. 14, lines 7-36). It would have been obvious to one skilled in the art, at the time the invention was made, use the teaching of campaign object in the system of DiAngelo as modified by Cosic, in order to allow an object in a marketing strategy to more efficiently use data mining for targeting consumers.

**As to claim 5**, DiAngelo as modified by Cosic does not explicitly teach associate the server-side plug-in component with an operation of the marketing campaign system, and configuring the server-side plug-in component into the campaign object using an interface associated with the operation. DiAngelo modify by Cosic teach server-side components carry out multiple operations such as authorization translation, path check, or add log, etc (col. 4, lines 39-66). It would have been obvious once the campaign object integrated into the DiAngelo system as a marketing campaign system as mention in claims 3 and 4 above, those operations of the

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plug-in components would be operations of the marketing campaign system. Cosic also teaches (page 281) using interface (API) for configuration (integration) of server-side plug-in component (tool) into the campaign object (basic system).

**As to claim 12**, refer to claim 4 above for rejection.

**As to claims 13, 16, and 17**, refer to claim 5 above for rejection.

**As to claim 20**, it is the same as the method of claim 5 with regards to the teaching of associating the server-side plug-in component with an operation of the marketing campaign system except this is a computer product claim.

**As to claim 21**, refer to claim 6 above for rejection.

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Diem K Cao whose telephone number is (703) 305-5220. The examiner can normally be reached on Monday - Thursday, 8:00AM - 5:30PM, and alternate Friday, 8:00 AM – 5:30 PM.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

**Any response to this action should be mailed to:**

Commissioner of Patents and Trademarks  
Washington, DC 20231

**Or fax to:**

- AFTER-FINAL faxes must be signed and sent to (703) 746-7238.
- OFFICIAL faxes must be signed and sent to (703) 746-7239.
- NON OFFICIAL faxes should not be signed, please send to (703) 746-7240, or to Examiner Courtenay's desktop computer at (703) 746-5475.



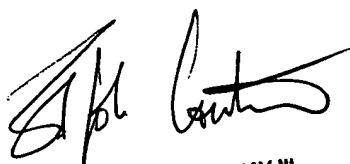
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Diem Cao

June 6, 2002



ST. JOHN COURTENAY III  
PRIMARY EXAMINER